

Rep Order# 8875350 Ver# 3 Status Revised

Traffic Order#

Printed: 09/28/2012 12:36 PM  
Last Received: 09/28/2012 12:35 PM  
Showing Buylines: All Lines

1 of 1

SEP 28 2012

Station KTVX-TV SALT LAKE CITY  
Advertiser ( ) LOVE, MA  
Product ord  
Estimate# 928C04  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/928C04  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) NILE NOYES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PER THE AGENCY THIS ORDER IS BEING CANCELLED, MARKET WIDE.  
CNCL IS \$7285, REV TTL IS \$0  
PLS CK AND CNF  
THANKS  
NILE

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sales Totals: 0 / \$0.00  
Station Totals: 0 / \$0.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CABL 0%	KAGZ 0%	KJZZ 0%	KPNZ 0%	KSL 30%
		KSTU 10%	KTVX 20%	KUCW 0%	KUPX 0%	KUTV 40%
		NTVX 0%				

Books MAY12  
Demos RA35+

Rep Order# 8875350 Ver# 1 Status New Traffic Order#  
 EC'd Yes  
 Printed: 09/28/2012 8:48 AM  
 Last Received: 09/28/2012 8:28 AM  
 Showing Buylines: All Lines

Station KTVX-TV SALT LAKE CITY  
 Advertiser ( ) LOVE, MIA  
 Product ord  
 Estimate# 928C04  
 Buyer Patricia Dome  
 Phone#  
 Fax#  
 Agency ( ) SMART MEDIA GROUP  
 814 KING ST, SUITE 400  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E LOVE/ORDR/928C04  
 Flight Dates 09/28/2012 - 10/04/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	11A-12P	VIEW	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	Rating: 1.4											
	2	TU	11A-12P	VIEW	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
	Rating: 1.4											
	3	W	11A-12P	VIEW	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
	Rating: 1.4											
	4	M	2P-3P	ANDERSON COOPER	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
	Rating: 1.4											
	5	W	2P-3P	ANDERSON COOPER	:30	\$100.00	10/03-10/03	1	1	1	\$100.00	
	Rating: 1.4											
	6	TH	2P-3P	ANDERSON COOPER	:30	\$100.00	10/04-10/04	1	1	1	\$100.00	
	Rating: 1.4											
	7	SU	10A-11A	THIS WEEK	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
	Rating: 2.1											
	8	W	3P-4P	ELLEN	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
	Rating: 1.7											
	9	SU	4P-430P	TALKING PICTURES	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
	Rating: 3.0											

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) NILE NOYES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 1.4	10	M	7A-9A	GOOD MORNING AMERICA	:30	\$140.00	10/01-10/01	1	1	1	\$140.00	
Rating: 2.1	11	TU	5P-530P	NEWS AT 5P	:30	\$165.00	10/02-10/02	1	1	1	\$165.00	
Rating: 2.1	12	W	5P-530P	NEWS AT 5P	:30	\$165.00	10/03-10/03	1	1	1	\$165.00	
Rating: 2.1	13	TH	5P-530P	NEWS AT 5P	:30	\$165.00	10/04-10/04	1	1	1	\$165.00	
Rating: 1.6	14	F	6P-630P	NEWS AT 6P	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
Rating: 2.2	15	SA	5P-530P	NEWS AT 5P	:30	\$175.00	09/29-09/29	1	1	1	\$175.00	
Rating: 2.6	16	SU	5P-530P	NEWS AT 5P	:30	\$175.00	09/30-09/30	1	1	1	\$175.00	
Rating: 1.9	17	F	1035P-1105P	NIGHTLINE	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
Rating: 2.7	18	F	10P-1035P	NEWS	:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
Rating: 2.7	19	M	10P-1035P	NEWS	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
Rating: 2.7	20	W	10P-1035P	NEWS	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	

Station KTVX-TV SALT LAKE CITY	Agency ( ) SMART MEDIA GROUP	Rep Firm
Advertiser ( ) LOVE, MIA	814 KING ST, SUITE 400	Sales Office ( ) WASHINGTON
Product ord	ALEXANDRIA, VA 22314	Salesperson ( ) NILE NOYES
Estimate# 928C04	Agency C/P1/P2/E LOVE/ORDR/928C04	Salesperson Phone# 202-872-5880
Buyer Patricia Dome	Flight Dates 09/28/2012 - 10/04/2012	Salesperson FAX# 202-872-0263
Phone#	Hiatus Weeks	
Fax#		

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 2.7	21	TH	10P-1035P	NEWS	:30	\$400.00	10/04-10/04	1	1	1	\$400.00	
Rating: 2.7	22	SU	10P-1035P	NEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
Rating: 3.8	23	SA	5P-6P	LIVE DEBATE 9/29	:30	\$2,500.00	09/29-09/29	1	1	1	\$2,500.00	

---REPORT TOTALS---

Report Totals: 23 / \$7,285.00

---SALES MONTHLY TOTALS---

Sep 12: 9 / \$4,450.00	Oct 12: 14 / \$2,835.00
Sales Totals: 23 / \$7,285.00	
Station Totals: 23 / \$7,285.00	
Lines not sent/rcld/rtrn: 0 / \$0.00	

---COMPETITIVE---

Market Totals	\$36,425	CABL 0%	KAGZ 0%	KJZZ 0%	KPNZ 0%	KSL 30%
		KSTU 10%	KTVX 20%	KUCW 0%	KUPX 0%	KUTV 40%
		NTVX 0%				

Books MAY12

Demos RA35+